

Sustainability and the events industry

Jeff Angel

Executive Director
Total Environment Centre



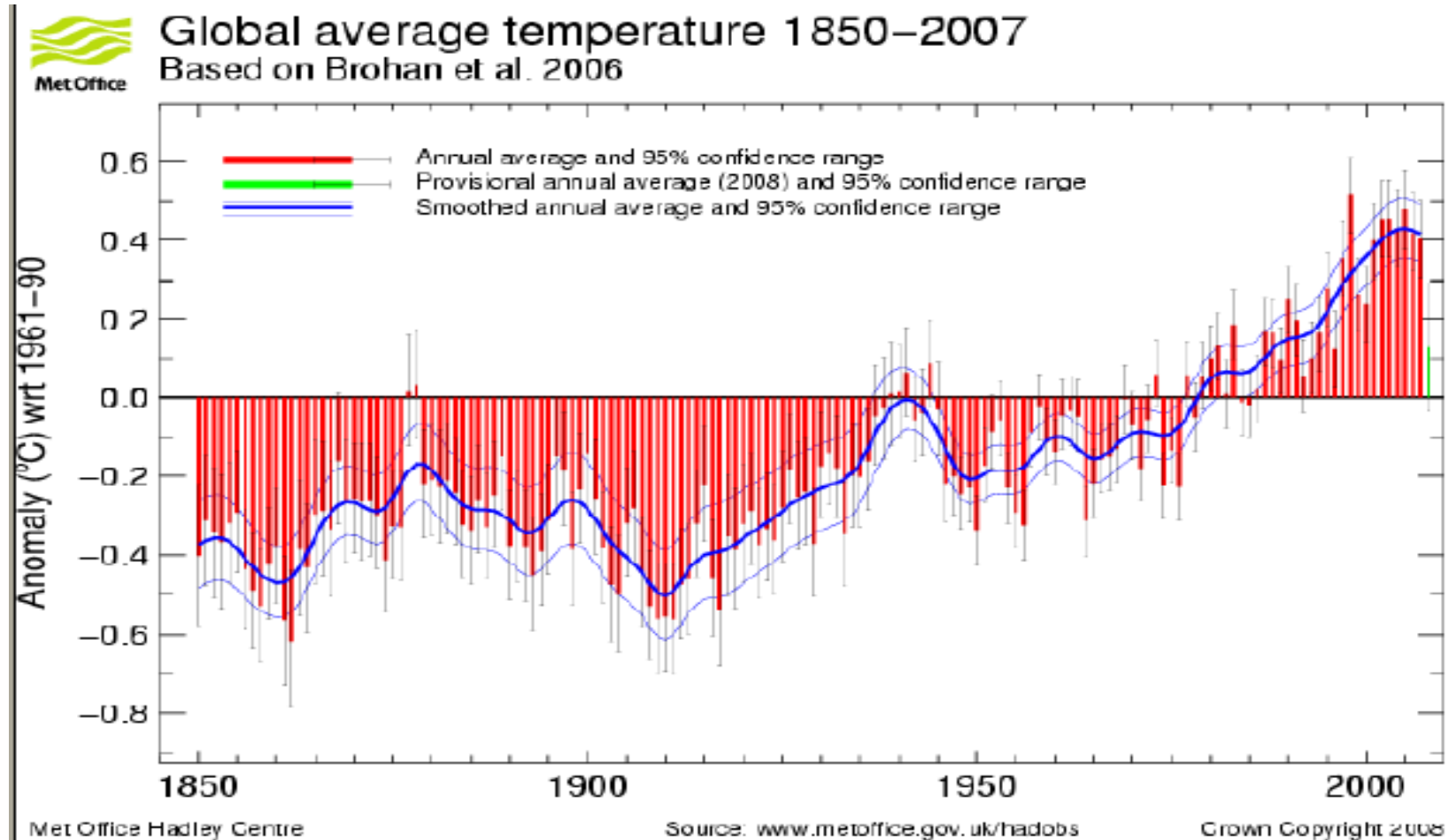
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- Climate change, social and environmental harm
- What is sustainability?
- Policy and regulatory trends
- Consumer expectations
- Event industry's views
- Risks
- Benefits and opportunities
- Green capital - SST



Picture: NASA

Climate change is a reality



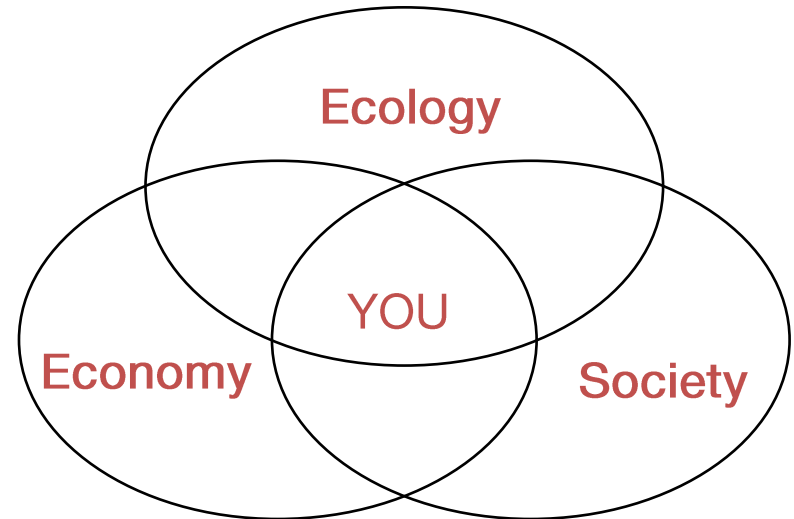
Environmental / social harm



Environmental / social harm

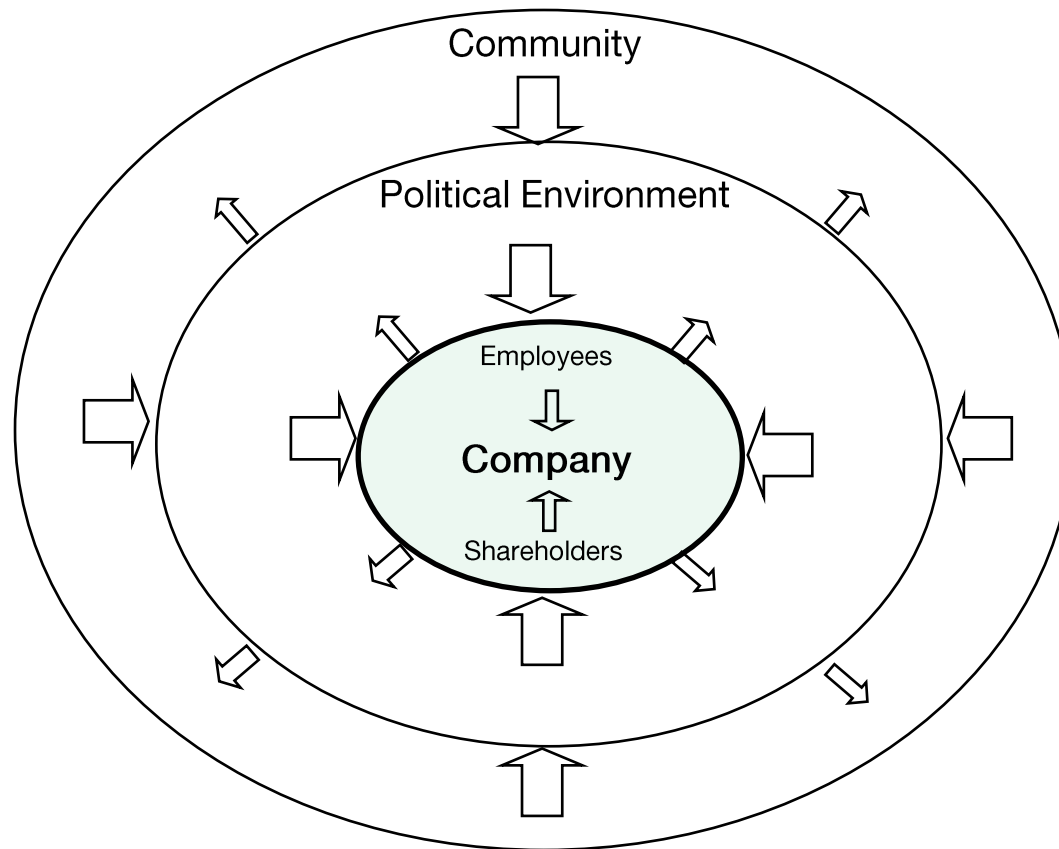


What is sustainability?



What are we leaving future generations?

The landscape for business

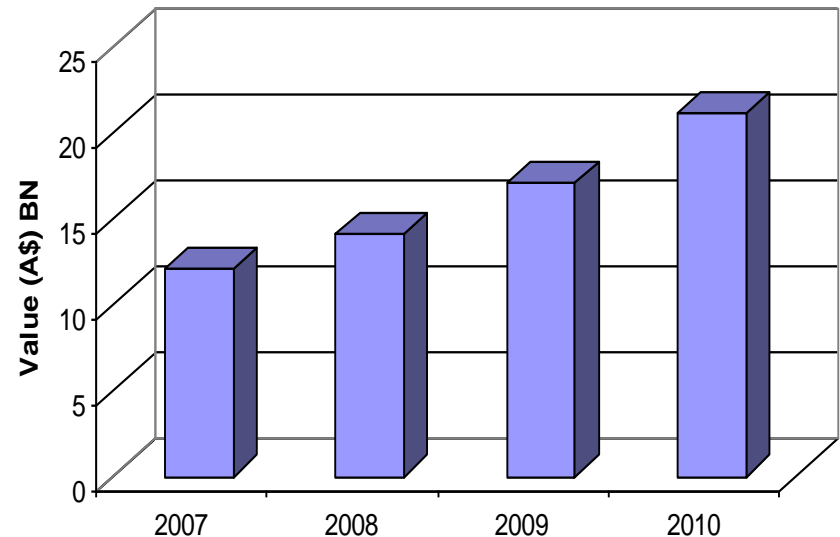
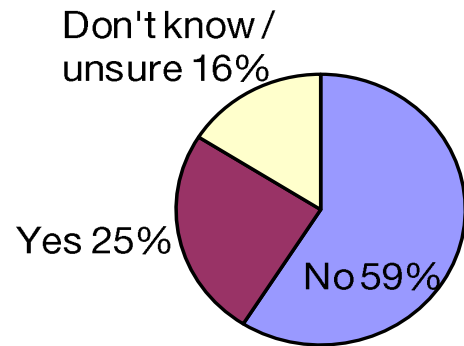


Political / regulatory pressures intensify

- Kyoto Protocol and beyond
- Garnaut
- Emission Trading Scheme
- ACCC - Greenwash



Consumer expectations



- Current customer demand for green or carbon-neutral products and services
- Estimate and forecast growth for the “lifestyles of health and sustainability” sector

Source: PWC, Carbon Countdown, Jan 2008

Event industry's views

Survey IMEX 08

- 68% take environmental results into account when planning a conference or incentive program
- 80% think the environment will become a bigger issue in years to come
- 50% think that delegates will become more concerned if environmental issues are not taken into account when planning an event (40% not sure, 10% don't agree)
- 73% would avoid a destination or venue known to have a poor record of environmental issues
- A majority would value more open discussion on green issues

Event industry's views

Survey IMEX 08

Most wanted green responses from suppliers attending exhibitions in order of importance:

- Evidence of firm action to do something positive to support environmental objectives
- A strong promotional emphasis on the environmental opportunities offered at a destination
- Brochures printed on recycled paper
- An exhibition that generates very little waste
- A strong commitment to electronic communications
- Support for wider green initiatives that are offered by industry associations, environmental organisations, etc

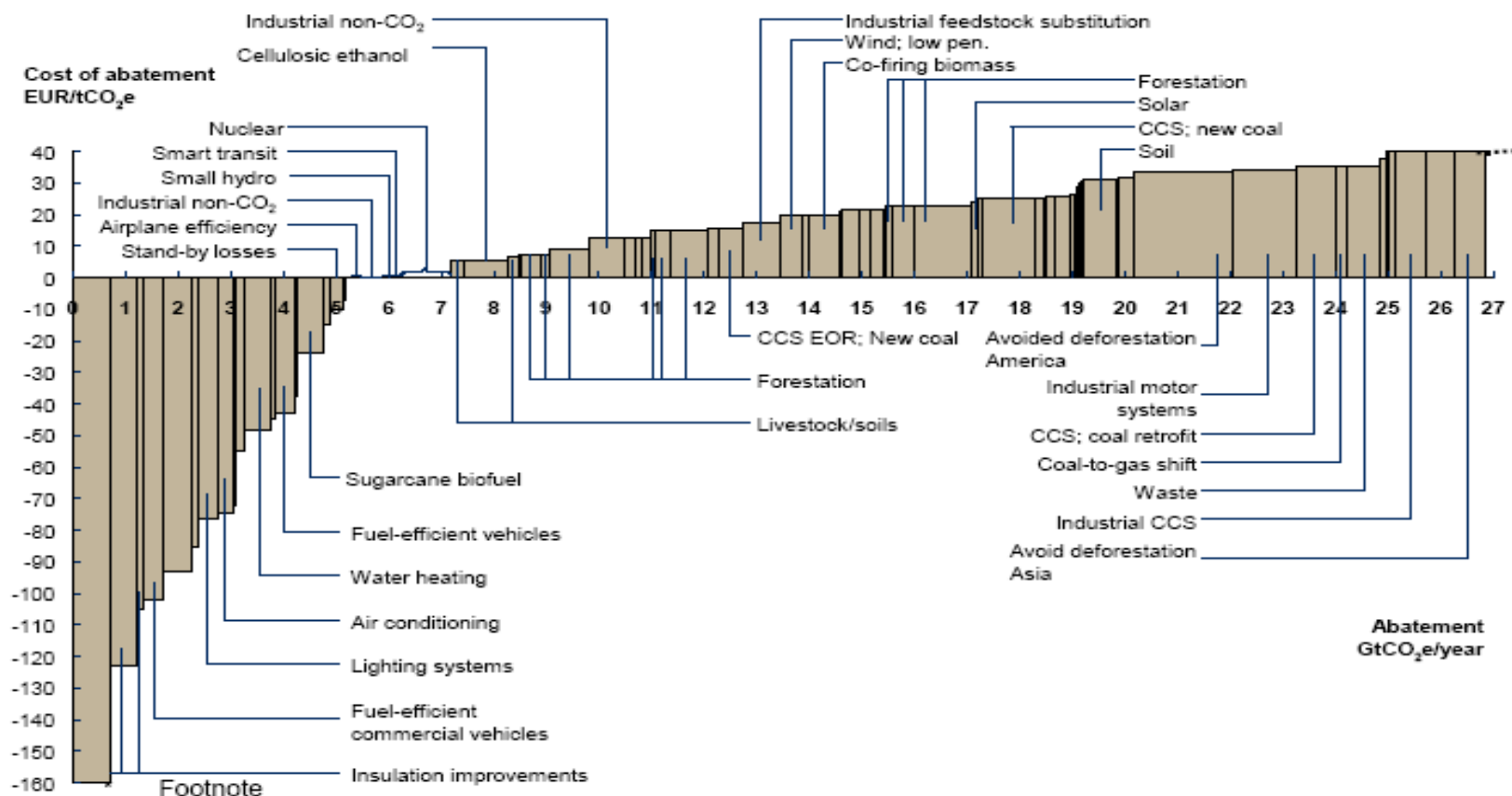
Risks of not acting

- Reputational risk
 - ✓ Believability and credibility
 - ✓ Market price
 - ✓ Retaining / recruitment
- Stakeholder risk
 - ✓ Community pressure
 - ✓ Client's expectations
 - ✓ Internal pressure from staff
- Operational risk



Australian 2020 carbon abatement cost curve

€/t CO₂e; Global cost of abatement, 2030



Source: McKinsey. An Australian cost curve for greenhouse gas reduction. Feb 2008

Opportunities and benefits

- Cost savings - efficiency
- Reputation
- Awards
- Attracting and retaining staff
- Reduce risks
- Securing of long term viability of organisation
- Enable innovation
- Brand positioning and marketing opportunities



Picture: Assateague Coastal Trust

About Green Capital

- A national program of the Total Environment Centre
- Created to progress corporate sustainability
- Advocacy through engagement
- Has reached over 8,000 business people
- Communicating community expectations of business



Sustainable staff training

- Accelerates the rollout, delivery and adoption of sustainability solutions for organisations
- Stimulates to work towards a learning culture which will make organisations more prepared for the future
- Green Capital's offerings:
 - ✓ Sustainable staff training: a six-month staff engagement trajectory
 - ✓ Steps to sustainable staff - workshop for executives: a 2.5 hour workshop for executives covering organisational steps, systems and frameworks, culture change and staff engagement
 - ✓ Tailored workshops / events
 - ✓ Advisory services